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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. VI.

NEW YORK, MARCH 16, 1892.

No. 11.

## Attention !! Advertisers !!!

THE ISSUES OF  
**THE NATIONAL TRIBUNE**

FOR APRIL WILL BE  
AS FOLLOWS, VIZ:

April 7,	-	=	250,000
April 14,	-	=	250,000
April 21,	-	=	250,000
April 28,	-	=	250,000

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## A LONG MILLION.

NO EXTRA CHARGE FOR ADVERTISING.

**COPY RIGHT OFF!**

ADDRESS

**THE NATIONAL TRIBUNE**, Washington, D. C.,

—OR—

BYRON ANDREWS, Manager Branch Office,

66 PULITZER BUILDING. — • — NEW YORK CITY.

# Practical Proof

of the value of the ATLANTIC COAST LISTS, and the esteem in which they are held by large advertisers, is evidenced by the continuous renewals of their yearly orders.

Quite a number of these large yearly orders expired recently.

**Every order, without exception, was renewed,** with no solicitation beyond a notification that the contract would terminate at a certain date, and asking if the advertisement should be continued for another year.

These renewals were from most careful and successful advertisers, nearly all of whom use our Lists continuously, renewing their orders from year to year—satisfied that they receive what they pay for, and pleased with the results produced.

The amount of money regularly expended by these advertisers is the best possible proof that properly-constructed yearly advertising in the 1400 local papers of the Atlantic Coast Lists pays them handsomely.

Bright men are worth following.

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Catalogues and full information upon request.

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## Atlantic Coast Lists,

134 Leonard St., New York.

# PRINTERS' INK.

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No. 11.

## FOUNDING THE FOURTH ESTATE.

By Chas. L. Benjamin.

More than a century and a half before the birth of Christ, when the Consul Paulus was engaged in the subjugation of Macedonia abroad, and the elder Cato was reiterating his *delenda est Carthago* at home, the Romans possessed what was—so far as we know—the earliest type of newspaper. This was the *Acta Diurna*, an official bulletin published weekly for the information of the people.

Dr. Johnson, in the *Gentleman's Magazine*, has given translations of this early chronicle, from which the following specimens of early journalism are taken :

*From the building of Rome, 585. 5th of the Kalends of April. The Fasces with Emilius the Consul.*—The Consul, crowned with laurel, sacrificed at the Temple of Apollo. The Senate assembled at the Curia Hostilia about the eighth hour, and a decree was passed that the Praetors should give sentence according to the edicts which were of perpetual validity. This day M. Scapula was accused of an act of violence before C. Babius, the Praetor. Fifteen of the judges were for condemning him and thirty-three for adjourning the cause.

*4th of the Kalends of April. The Fasces with Licinius, the Consul.*—It thundered; an oak was struck with lightning on that part of Mount Palatine called Summa Velia, early in the afternoon. A fray happened in a tavern at the lower end of the Banker's street, in which the keeper of the Hog-in-Armor Tavern was dangerously wounded. Tertinius, the *Ædile*, fined the butchers for selling meat which had not been inspected by the overseers of the markets. The fine is to be employed in building a chapel to the Temple of the Goddess Tellus.

*Pridie Kalend Aprilis. The Fasces with Licinius.*—The Latin festivals were celebrated, a sacrifice performed on the Alban Mount, and a dole of raw flesh distributed to the people. A fire happened on Mount Cælius; two trisulæ (houses standing out by themselves and not joined to the rest of the street) and five houses were consumed to the ground and four damaged. Demiphon, the famous pirate, who was taken by Licinius Nerva, a provincial lieutenant, was crucified. A red standard was displayed at the Capitol, and the Consuls obliged the youth, who were enlisted for the Macedonian war, to take a new oath in the Campus Martius.

A hundred and six years later, in

the issue of the *Acta Diurna* for the 5th of the Kalends of September, is an item to the effect that on this day C. Caesar, afterwards the famous Julius, "set out for his government of the further Spain, having been long detained by his creditors."

For centuries no improvement upon this manner of reporting news was made, and as we approach near to our times we still find the people resorting to written journals for information of current events. Thus about the middle of the sixteenth century, when the republic of Venice was engaged in war with the Turks, "the expedient was adopted of recording occasional accounts of its naval and military operations on written sheets. These were deposited at particular places, where they were accessible to any one desirous of learning the news on the payment of a small coin, called a *gazeta*, a name which was gradually transferred to the paper itself," and in its Anglicized form—*gazette*—is still common among the journals of our own day.

About this time "news-writers" began to be prominent in Europe, and with their advent the craft of journalism took a long stride forward. In England these men had originally been the dependents of rich noblemen, and in return for the bounties bestowed upon them were expected to keep their masters informed of all that happened at Court during my lord's absence from town. Finding, after awhile, that in the matter of news they might serve two masters as well as one, and many as well as few, they had gradually increased the number of their correspondents until the business of news-writing became an independent and important calling. Offices were established in London (then, as now, the great news center) for the purpose of collecting and disseminating the news of the day, and here, upon payment of a few pounds a year, one might arrange for a letter of news every post-day—

either general, or upon such special topics as the Court, Parliament or the Exchange. How well organized the business was we may learn from Ben Jonson's comedy, "The Staple of News," where mention is made of "emissaries," or reporters as we call them nowadays, whose business it was to frequent the coffee-houses and other places where news was current, and to turn over such information as they might gather to an office force of clerks and copyists who—

Manage all at home, and sort and file,  
And seal the news and issue them.

As early as 1534 there had appeared in Nuremberg a printed news-sheet, and it seems as though the invention of Gutenberg should have found instant favor with the news-writing fraternity. That it did not is probably due to the fact that printing was expensive and clerk hire comparatively cheap. Jonson suggests another reason—that the news-writers, themselves, were opposed to printing their information; for what is printed, thought they, ceases to be news. Some allowance should be made for Jonson, however, when he speaks on this subject, for he held news-writers in very low estimation and characterized the newspapers of his day as "weekly cheats to draw money \* \* \* set out every Saturday, but made all at home, and no syllable of truth in them."

Whatever the reason may have been, no attempt to apply printing to the systematic reporting of news was made until 1598, when *Mercurius Gallo-Belgicus*, an octavo volume printed in Latin and containing a resume of

events transpiring in Europe between the years 1588 and 1594, was published at Cologne. Previous to the appearance of *Gallo-Belgicus* and for a long time afterward occasional printed pamphlets containing accounts of various occurrences were published throughout Europe, but none of these can properly be termed newspapers, having no regular period of issue.

At length, however, in 1615, the first genuine newspaper appeared. This was the *Frankfurter Journal*, published weekly at Frankfort-on-Main. The following year its title was changed to the *Frankfurter Gazette*, and under this name it still exists. Seven years later the dynasty of English journalism was founded by the publication in London of *The Weekly News*, which, though it soon ceased to exist, left (as the necrologist would say) "a large and interesting family," which has since multiplied amazingly. ●●●

A LEGEND that has caught the eye of many a horse-car traveler runs as follows :

S'REHSKCEH  
.TAEHWKCUB

How different it looks when reversed!  
How much better than others when eaten.

I can easily see that a name spelt backwards would look very different "when reversed;" but why one buckwheat should look better (or worse) than another "when eaten" is "one too many for me." That it might taste better (or worse) I grant you; but to tell the difference by the sight alone would be a more delicate operation than to divide a hair 'twixt south and southwest side.—*The Critic*.



A Clever

Seed

Advertisement.

From the

March

Magazines.

## TASTE IN MAGAZINE ADVERTISING.

By W. W. Pasko.

Perhaps the first thought which strikes one who examines the advertisements in our leading magazines is that they are very badly done, speaking of them typographically. They may also be bad as far as their appropriateness or their wording is concerned, but these questions may be passed for the time being. The fault in them is not that the lines do not contrast with each other in style or length, or that the most prominent idea is thrown into the background, but that so great a proportion have sought for no other distinction than that which comes from crowded lines and black type. Everything is emphasized to the last degree. We are reminded of Sydney Smith's fop on the stage coach who damned everything, in detail and together. Emphasis is well, in printing as in swearing, but if every word, every line must be worked out as especially noticeable the advertiser might as well return to plain leaded minion at once.

The *Century*, *Harper's* and *Lippincott's* are each under the same conditions. They are obliged to insert little advertisements and big ones, all on the same page, and the little ones swell and puff themselves up, as the frog did in the story. For an example of blackness in a moderate sized notice take that of Pierce, Butler & Pierce, all the words in important lines are in gothic, or in other faces that are as black. The subordinate matter is in heavy job type, although small. Ought not the advertiser to see that his best lines would look much better were the subordinate ones in plain roman, thus giving some relief to the eye? In the *Century Magazine* Gunther's advertisement is too heavy, as is that of Higgins & Seiter. Gunther uses a wood cut, as do Pyle and Vose. All of those are bad. The one of Vose is very wretchedly drawn, and the figure of a man in Pyle's is so poor that it never ought to be used, even in a country newspaper. There seems a special love for wood-cuts on the part of advertisers—a very commendable taste when the drawing and cutting have been properly executed, but not to be praised at other times. Why should Douglas insert such a portrait when he desires to advertise his shoes? I have no doubt he is in life a good-looking

man, but he is not thus drawn in the counterfeit presentment shown in the magazines. Such a cut as he displays will be made on wood for ten or twelve dollars; there are masters who would ask him fifty for one no larger. But on their reproduction he would look like himself. In the one shown in the *Century* you are reminded of the lifeless creatures at the Eden Musee. Dolge also has a bad portrait.

It may be said, speaking generally, that the *Century* advertisements are a little better than those in *Harper's*, and both are better than those in *Lippincott's*. Equal care is not taken in printing the latter, the page is smaller, preventing some possibilities in display, and the surface of the paper is not so good. There is little novelty in its type. The *Century* shows more new faces than *Harper's*, but both alike are hampered by the desire of advertisers to make an eighth page as telling as a quarter page.

The best advertisements in either are their own. There the matter and the type have been adjusted to each other. Next to these are the straightforward notices in which very little display type is used, of which the Wanamaker advertisement in the Philadelphia newspapers is the familiar example, although not appearing in these magazines. A run-on advertisement of this style is Lawrence's, about decoration. It is a plain, matter-of-fact notice, not scrappy nor like a conversation, but saying simply what he desires the world should know. One of the new ornamental heavy faces is used. There are a number of specimens of the talky-talky advertisements in each of them—a transitory fashion which will soon disappear.

More space is necessary than is generally given around dark lines. If the head-line of an advertisement is in gothic heavy-face it should be set off from the rule above by a lead and from the matter below by two or three leads. It would be well to have this latter also leaded, and not much heavier than roman. But in asking for space, I do not believe in throwing it away, as the land agent of the Baltimore & Ohio Railroad does. Here a little notice is in the center of the page and four great interrogation marks flank it. The page is too hollow. A border around it would make it look much better, and some few words and a small ornament at each corner would have improved its appear-

ance very much. A good advertisement very frequently cannot be set by a compositor until the wording has been changed to meet the type.

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### ADVERTISING A KIND OF HYPNOTISM.

*By A. L. Kinkead.*

No parable stands on four legs, and in all similarities there can be found a striking difference.

With so much premise, let me proceed to liken advertising to mesmerism, or, as it is now termed, hypnotism, which is most usually produced by holding a bright object steadily before the subject's eyes until his gaze is fixed upon it and he sinks into the state desired by the operator. In advertising the advertiser is the operator, the advertisement is the bright object, the reader is the subject and the state desired by the operator is receptivity of and an inclination to follow the suggestions embodied in the advertisement.

The advertisement must be bright to produce the desired result. It must also shine with a steady, certain light. In hypnotic experiments the operator never uses flash lights or colored lights, because they do not hold the subject's attention. So in advertising, brilliant paragraphs may attract momentary glances, but it is the clear, concise style, in which every word is a ray in the beam of light that strikes the eye of the reader, that chains his gaze. When that is accomplished, *i. e.*, when the reader is prone to peruse carefully an advertisement, he is entering the state of receptivity desired by the advertiser, and can be influenced by his suggestions.

Suggestion in hypnotism is to tell the subject to do something at a certain time. Suggestion in advertising is telling the reader to buy a certain article when he is in need of an article of the kind that is advertised. When he does that he is influenced practically in the same manner as is a hypnotic subject who follows the operator's suggestion.

To successfully hold a bright advertisement before the reader's eye it is essential to place it always in the same place, on the same page, in every publication in which it appears continuously.

The advertiser differs from the hypnotic experimenter, in that the

latter uses the voice in suggestion, but the advertiser must make the suggestion by the same means that fixes the reader's attention; so a complete advertisement must contain the element that has power to produce the receptive state and also the suggestion that leads the reader to resolve to buy the article advertised the next time he needs one of the kind.

It may be objected to, the likening of advertising to hypnotizing, which is causing the subject to fall into a trance, that the advertiser does not desire to put to sleep those who read his advertisements. There is where the striking difference in this particular similarity comes in. But there is a likeness, and a strong one, between advertising and hypnotizing, in that the operators in both cases desire to fix the attention of the subject in order to influence him by suggestion.

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### THE MARGIN OF PROFIT ON ADVERTISED ARTICLES.

The *Grocers' Journal*, of England, has been the recipient of the following letter from the proprietors of Vinolia Soap, in reply to the article of Mr. Thomas J. Barratt, which appeared in the last issue of *Fame*:

"SIR—There are two or three points in the paper by Mr. Barratt, of Messrs. Pears, in a recent issue of *Fame* which have attracted our attention—viz., (1) the friendship of advertising manufacturers for retailers; (2) 'ulterior advantage' policy; (3) 'cutting.'

"(1) The paper says: 'Why, if they (the retailers) only had the discernment to realize it, the advertising manufacturers are their best friends.' Now, this may or may not be so, and depends upon circumstances. For example, if the advertising manufacturers were one after another to compel the retailers (by extensive advertising) to handle specialties at so low a margin of profit that the goods would not pay rent, much less leave anything to live on, and even suggested visions of bankruptcy, we fail to see how such advertising manufacturers could be denominated the retailers' 'best friends'—much less if the manufacturers then further advertised it as 'a notorious fact that their article is sold at a very small profit,' and that 'the real object of the dealer, of course, is simply to obtain a greater profit on the sale of inferior articles, which (the

public are warned) he recommends or attempts to substitute.' Much less, say we, if the advertising manufacturer does all this, do we understand how he can logically claim 'to have done as much—probably a great deal more—than any other firm, to safeguard the interests of the retailers.' If every advertising manufacturer were to throw it out as a bait that the public should insist on having his goods because the retailer made next to nothing on them, where would the friendship of the manufacturer come in? If Mr. Barratt, posing as the retailers' 'best friend,' urges the public to buy his soap because it is 'a notorious fact that it is sold at a very small profit,' we should be obliged if he would be good enough to inform us what the worst enemy of the retailers would do under the same circumstances. We should think this would be one of the cases where the retailer might pray to be delivered from his friends.

"(2) As to the 'ulterior advantage' of stocking specialties, this is all very well where the goods directly pay for handling them, but if Mr. Barratt will take a stroll among the retailers generally he will be able to find what retailers are doing with those proprieties which do not pay them directly, as well as afford them 'ulterior advantages.' Unquestionably, extensive advertising will cause some retailers (but not all) to stock goods, whether there be a profit on them or not, merely to accommodate their customers; but in this case the demand for the goods must be mainly dependent upon the advertising being kept up. When this is stopped the sales must drop, and it is our firm conviction that a business conducted on these lines cannot rest on a sound basis.

"(3) As to the remarks on 'cutting,' we would explain that, though we have 'dictated' to no one, though we have endeavored to 'coerce' no one, we have brought about in a friendly manner, with our friends among the retailers, and with the co-operation of the wholesale houses, a condition of affairs whereby the trade have been able to realize a fair and sure profit on 'Vinsonia' soap and preparations. We think we do not exaggerate when we say that we have received hundreds of letters of congratulation, some from 'cutters,' upon the success of our efforts. An ounce of fact is worth a pound of theory, and we do not deal with this subject from

a theoretical standpoint, but from the standpoint of a firm which have had practical experience of it in a large business among an extensive clientele.

"We are, etc.,

"BLONDEAU ET CIE."

### "HOW TO ADVERTISE."

Following is a reprint of an interesting circular letter sent out by the shoe house of James Means & Co. to retail shoe dealers.

Go to the publisher of your best local paper and ask him for his lowest net rates, but do not give him any of the points we are now giving you.

Tell him that most publishers take "foreign" advertising at about one-half or two-thirds the rates they charge for "local" ads, and that advertising is what they call "foreign" in distinction from local.

Let the publisher know that you are aware that he gives a commission to advertising agents of 15 per cent to 25 per cent, and tell him that you expect to get the benefit of that, as he will have no commissions to pay on the business you gave him.

Then ask him to quote you his lowest net prices, as follows:

If his paper is a weekly ask him price for

4 inches,	every issue, 1 year
4 "	" " 3 months
4 " double column, "	" " 1 year
4 " " "	" " 3 months

If the paper is a daily ask for lowest net price for

4 inches,	every issue, 1 year
4 " every other day, "	" " 1 "
4 " two times a week, "	" " 1 "
4 " every issue, "	3 months
4 " e. o. d., "	3 "
4 " 2 t. a. w., "	3 "
4 " double col., every issue, "	1 year
4 " e. o. d., "	1 "
4 " 2 t. a. w., "	1 "
4 " every issue, "	3 months
4 " e. o. d., "	3 "
4 " 2 t. a. w., "	3 "

When the publisher gives you this schedule of prices he will probably charge you about double what he intends to take, so you will look over his list and find out just what space you think you had better buy, and then make him an offer of about one-half or two-thirds what he charges, and very likely he will take you up.

If he doesn't, you had better hold off for a few days and then try again at a little higher price until he accepts your offer.

Publishers have a way of saying that their columns are overcrowded with

advertising, and that they do not vary their rates.

Do not believe such statements until you have put them to test.

Remember that every time a publisher lets his paper go to press without your advertisement, he not only loses the amount that you have offered him, but he has to pay a compositor to set up unimportant news matter to fill the space.

If you want to be sure you are buying your space at a fair market rate, we can tell you how large advertisers figure.

We, and others of the large advertisers of the United States, call space fairly bought if it does not cost more than seven cents per inch of column, each time, for each thousand of circulation, for continued advertising.

Any amount of good advertising can be had at this price, and no advertiser should think of paying more.

In the great daily papers of the large cities space can be bought for one-half of this rate, but the publishers of smaller papers can not afford to work at such low rates.

Supposing your best paper has an average circulation of one thousand copies each issue.

You want to know what would be a fair price for four inches, once a week, for three months.

It should be 28 cents each time, or \$3.64 for three months.

Supposing you have a daily paper in your town with a sworn circulation of two thousand copies, each issue.

Four inches every Wednesday and Saturday, for one year, would be worth 56 cents each time, or \$1.12 each week, or \$58.24 per year.

You cannot make a fair estimate of the value of space in your local paper unless you know its average circulation.

You should ask your publisher for a sworn statement of his average circulation.

Then you should ask him if you can drop into the press-room any day and see his edition.

Count, say half an inch of the papers, and measure the height of the piles; from this you can make an estimate of the circulation of the paper.

We can tell you how to pick out the best paper in your city or town almost to a certainty.

Every publisher, of course, has a pretty good idea as to his own circulation and that of his competitors.

You will probably find that the publisher of the paper having the largest circulation will be anxious to suggest ways in which you can satisfy yourself that his claims for circulation are well founded.

The other publisher will be rather high and mighty, and will try to pull the wool over your eyes.

If any publisher hesitates to give you every aid in determining for yourself the circulation of his paper, you can make up your mind that his columns are too dear for you at any price he is likely to charge.

Good advertising space is one of the safest investments a man can find for his money. We are glad to have you put the money out for us, if you do it wisely, and if you back it up by pushing our goods.

#### BAIT.

Next to attractiveness in an advertisement is the performance of some useful feature that will draw readers of the paper to your advertisement for its sake alone.

A good illustration of this is the "Amusement To-night" corner in the advertising space of some large retail houses. The man who first used this shrewd device knew that whoever turned to these announcements day after day could hardly fail to become a regular reader of his advertisements.

Another hit in advertising was the "Bargain Directory" of a certain New York *Recorder*, "that is revised daily for the convenience of its readers." The double column that it occupies is divided into three divisions, in the first of which a single line is devoted to the different bargains for that day; in the second division is the name of the firm, and in the third its location. At a glance the reader can discover where the bargains for that day can be obtained and what they are.—*J. C. Moffet, in the Dry Goods Economist.*

I BELIEVE in advertising, but I do not believe in doing it the wrong way. I believe it will pay to put showy advertisements in well printed papers. But I do not believe it will ever pay any one to patronize the "smudgy," dirty papers which look as if they were inked with a towel and printed by sitting on the form.—*Geo. E. B. Putnam.*

## BOIL IT DOWN!

ROCKFORD, Ill., February 29, 1892.

*Editor of PRINTERS' INK:*

Permit me, as a member of the increasing fraternity of advertisement writers, to offer some well-intentioned criticism of the enclosed advertisement of Celery Compound. To me it seems to be one of many conspicuous examples of poorly-written advertisements. The whole advertisement is faulty and weak. Its conception is wrong, it has no foundation of truth to build its argument upon, its logic is poor and its grammar worse. It refers to certain "wonderful accounts in the papers of the great cures that have been taking place." The various papers of the country are supposed to be devoting columns of space to these "wonderful cures," but they do not contain such articles in the sense intimated by this advertisement, and it is very doubtful that the majority of its readers do not readily see through the flimsily constructed imposition on their credulity. "Men and Women

which have been restored," and "who are well to-day," does not read correctly or smoothly. The words "wonderful" and "great" are used three times each. "It will pay you" is also used twice. Instead of saying "the means which accomplished these wonderful things, was that great discovery, etc., why not say frankly that "the medicine that wrought these wonderful changes was etc.," or, what is better yet, tell what its virtues are, what it will cure, cite actual cases benefited, tell where the remedy can be obtained, etc., instead of referring the reader to an explanation of supposable cures that may or may not have been mentioned "in the wonderful accounts in the papers" indefinitely located anywhere on earth?

I have cut out 33 words without injuring the idea of the advertisement, and by so doing have intensified it, I believe, and afforded opportunity for an improved display of type or, what is equally effective, blank space.

EDGAR E. BARTLETT.

**Have You Read**  
The wonderful accounts in the  
papers of the GREAT CURES  
which have been taking place;  
of  
**BROKEN DOWN**  
**MEN AND WOMEN**

which have been restored to  
health; of people with shattered  
nerves and constitutions who  
are well and strong to-day?  
If you have not

**IT WILL PAY YOU**  
to do so at once, and you will  
learn that the means which ac-  
complished these wonderful  
things was that great discovery,

**PAINE'S**  
**CELERY**  
**COMPOUND**

It will pay you to investigate  
its wonderful qualities and  
great merit.

**HAVE**  
**YOU**

Read the wonder-  
ful CURES of  
**Broken**  
**Down**

**Men and**  
**Women**

with shattered nerves and  
constitutions who are well  
and strong to-day?

If you have not, do so at  
once, and you will learn  
that the means which ac-  
complished these wonder-  
ful things was that great  
discovery,

**Paine's**  
**Celery**  
**Compound**

Investigate Its Great Merit.

**HOW RAILROADS ADVERTISE.**

"If you or I had the amount of money that any one of the big railroads expends in printers' ink in the course of the year," remarked a general passenger agent, after dismissing an advertising fiend that insisted on the attractiveness of his scheme, though the general agent couldn't see it, "we would think we were rich for life. You heard just now how that man talked me blind. Well that is the way they all come. I have to dispose of them by the dozen, and each of them has the best and surest thing in the way of advertising that the world ever heard of. The most of their devices are not worth a continental, and I venture to add that the largest portion of what we spend in the year in that way might as well be thrown into the deep sea for any return the roads ever get from it. Why do we patronize such schemes? Well, I have often asked myself that question and have as often been puzzled to find a satisfactory answer. Perhaps the most potent one is, 'they all do it.' That being the case, none of us feel that we can afford to be out of the swim. What one does we all must do, or we might find that we were getting left in a quarter where we least expected it. You see, there is no way of telling just what benefit we do receive from any particular bit of advertising. We may suppose we are getting a great deal when in reality we are receiving little or none, and, on the other hand, some chance bit of advertising from which we hoped to receive little or nothing may have the effect of turning many passengers our way. Bear in mind in all that I have said I have no reference to the regular advertising we do in the reliable papers of the country. We regard the money paid to them as an investment that yields a large return. I have been talking about the irregular methods and what might be called the catch-penny schemes that are launched by the hundred on us every day.

"Take up any book of sports, for example, or even any elite directory or any guide book of any kind, or any publication that might be considered devoted to one line, and turn over to the front and back leaves of it and you will find that a dozen or so at both ends are devoted to advertisements, besides having, may be, many pages of them scattered all through

the book. It will be a queer publication of the sort I name that you cannot find the advertisements of one or more roads in. The money spent for such advertising is, in my opinion, literally thrown away. The book in which they appear is itself looked at by a very few, and of those that look at the book itself I will venture to say that 99½ per cent never notice the advertisements that it contains. Then there are any number of 'snide' publications—alleged newspapers or trade journals and things of that sort—the most of which are nothing more nor less than blackmailing enterprises. They find the railroads their easiest prey. They will come, you see, with enticing propositions to print all we give them and not charge us a cent in money. All they ask is that we give them so much transportation. That, they say, will not cost us a cent. Our trains have to be run, any way, and it really makes no difference in the expense of running them whether there is an extra passenger on board or not. Of course that is all very plausible and doubtless has its effect on us. At the same time it has often appeared to me that the mileage given for such advertising cost the roads many times over its face value. It is the source of a vast deal of the demoralization that disturbs the market. These snide advertising fiends have no hesitation in selling their mileage to the brokers, though in so doing they are guilty of a breach of the most solemn engagements. They can always find a ready market for any of it they have to dispose of, and the result is that we are always in hot water and have the chairman of the association jumping on our necks and calling on us to redeem these miserable advertising mileage tickets. I have often thought it would be better for us in the long run to pay down good solid cash for every line of such advertising we get. We would not then be likely to take so much of it.

"Another kind of advertising that costs us a mint of money in the year is the folders and special literature of that kind that we publish so profusely. Go where you will within reach of any railroad, you are sure to find the railroad folder staring you in the face. In all the principal hotels in every part of the country these folders are to be found, stacked up in carload lots, I might almost say. Did you ever ex-

amine one of those ordinary folders critically and consider the expense of getting it up? They are usually finished in the finest style known to the printing art. Many of them are richly illustrated with expensive etchings or engravings, and it would take an expert printer to go through one of them for you and tell you the cost of each item in their make-up to give you any satisfactory explanation of the total amount involved in their production. Then look at the amount of special tourist publications printed by the roads. Many of them are got up in a style of the greatest elegance. Their binding, their printing and their illustrations are all that could be required to please the most cultivated taste of the age. As works of art the illustrations that some of them contain are worthy a place among the masterpieces of the day. You have no idea of the amount involved in the issue of these publications to each of the roads. If the correct figures were furnished you they would simply appear incredible. Yet all this expense is incurred that you and your neighbors who make up the public at large may take up these beautiful things, look through them, tell how beautiful you think them and then cast them aside never to cost you a second thought. They have a great influence, however, on the business of a road, and I would be the last one to say that the money invested in them is not wisely spent. I would a thousand times rather repudiate the blackmailing devices that prey upon us than relinquish the publication of this special literature. Its influence is not so passing or so effervescent as might at first sight appear, and it may make an impression in quarters that will furnish a permanent source of profit to the road. At the same time the cost involved in all this advertising is something enormous."—*Chicago Post*.

#### THE POSSIBILITIES OF WANT ADVERTISING.

Very many people do not know how much time and trouble they can save themselves by a little advertising. People who live in the great cities are beginning to realize it, but even they do not understand it fully. They realize more generally than residents of smaller cities do that a few lines and a few dimes left at a newspaper office generally bring what they want, and the

want columns of some of the papers have grown to huge proportions.

A few years ago the *Chicago Tribune* had only a couple of columns of these "small ads" every day and possibly two or three pages on Sunday. Now it has two pages every day and on Sunday it often has from eight to seventeen. The *Herald* of the same city often has eight pages on Sunday and the *News* generally has about two pages every day. In New York the *Herald* used to have a monopoly of this kind of advertising, running two or three pages a day and four or five times as many on Sunday. Now its patronage of this kind is easily doubled, while the *World* has still more and several other papers have a good patronage besides. This vast business has all grown up because half the people who want things publish notice of the fact, at the cost of a few cents, and the other half, having more time and less money, hunt for what they want in the advertisements of others and generally find it.

A Chicago editor once bet a friend that he would get an answer to any want advertisement he would publish. A variety of "wants" were printed, and the editor lost his bet. Only one advertisement was unanswered. It asked for a purchaser for a set of second-hand false teeth. Some of the others got several hundred answers.—*Tacoma (Wash.) Ledger*.

#### THE OLD, OLD STORY.

##### I.

A merchant, bent on economizing,  
Decided to cut off his advertising.

##### II.

"It costs me ten thousand a year," he said,  
"And I'll come out just that much ahead."

##### III.

His "ad." appeared in the papers no more,  
His customers went to an "advertised" store.

##### IV.

His business, unheard of, ran steadily down,  
And now there is one merchant less in the town.

##### V.

#### ASSIGNEE'S SALE.

Left-over Stock

of the

GREAT UNKNOWN,

To be disposed of at 10c. on the dollar.

—*St. Louis Republic*.

## SHALL AUTHORS ADVERTISE?

A startling idea occurred to me the other day. I was tempted to wonder if advertising would be an efficacious remedy for the ills that writers are heir to. If other people have made themselves millionaires by judicious advertising, might authors eke out their slender substance by similar methods? This is the idea that launched itself upon my inner consciousness, and demanded to be heard, to be pondered, to be passed on to others. I do not endorse it. I simply make myself its medium, and enter into a series of suppositions regarding it.

Suppose Frank Stockton, for instance, were to keep secret his literary labors, and then advertise them in the *Critic*, *Book News*, *The Writer*, etc., would it be considered a stupendous joke, or would a brisk correspondence ensue between him and the various publishers, to his and their advantage? Suppose others, not as well known, were to do likewise, and suppose it were to become the custom of writers everywhere to do so. If other people increase their business, and thereby their property, by such means, does it prove that the author, pursuing the same roads, might arrive at the same ends; or is it best for him to remain to be sought, or to send out his wares stealthily, burning his bridges behind him, in the way of former rejections of his manuscripts, while looking for returns, more or less satisfactory? The chronic super-sensitiveness of most authors, and their lack of business instincts, are well understood, and such authors would not advertise until it became the rule.

Authors might send out circulars to the periodicals or book publishers to which they deemed their writings suited. Or they might advertise, boldly, something like this:

MARION DEAN HILDRETH

Has on hand, for sale to responsible publishers: Serial, "One Woman's Way."—75,000 words. Essay, "The Modern Muse."—1,500 words. Essay, "What Pays Nowadays?"—2,000 words.

"Miss Hildreth's prose is graphic and effective."—*Bucksfield Times*.

"She is a true artist in the use of words and phrases."—*Memphis Globe*.

"One of the most promising of writers."—*Wyoming Critic*.

Or if an author should prefer, he

might send out a neatly-printed circular worded like this:

## MANUSCRIPTS FOR SALE.

Mr. Albert Atherton, author of "*Moods and Fancies*," has just returned from his summer vacation with poems, sketches and stories, which he desires to place at once.

Terms, \$10 per 1,000 words.

Mr. Atherton is well known to the readers of the *Atlantic Magazine* and *Boston Journalist*. Mr. Howlet says of "*Moods and Fancies*": "Not a line but has some beauty of its own. It is exquisite in detail, and, as a whole, is to be commended."

Correspondence solicited.

Would such advertising be of use ??? I place the interrogation points, and await the answers to my revolutionary queries.—*Mary R. P. Hatch, in the Writer.*

## THEATRICAL ADVERTISING.

"One big laugh from 8.15 to 10.45 nightly!" "A big hit!" "Crowded to the doors nightly!" "A performance which cannot be equalled at any other theatre in the country!" "The great cachinnatic cyclone strikes the town!" "Immense success!" "The most accomplished artists!" "The most expert in comedy, skill and excellence!" "A grotesque, gyrating, eccentric comedy!" "Easily the most successful entertainment in town!" "Biggest boom and most solid success!" "The greatest success of the past decade!" "It will never wear out!" "Are you on to the fact that the one great big success of this season is—" "Inimitable! Iridescent! Irrepressible! Irresistible!" "The glorious comedy!" "A joy forever!" "Unparalleled!" "Scarcely standing room since the opening night!" "Screaming to exhaustion!" "Delirious audiences!" These are a few of the head-lines of the theatrical advertisements in last Sunday's *Herald*. Aren't they splendid specimens of the unique style of American theatrical advertising? And, by the way, do you ever really believe what these advertisements tell you?

The managers who extend "courtesies to the press," when they are in want of notices, and are very lax in extending the compliment when they think they can do without such news-

paper publicity, do not exist in New York alone. The critics of Nice are in a state of indignation because they were urgently invited to attend the general performances, but were left out in the cold when Melba sang. This lady, being a strong card, filled the house without the critics' aid, and the Nicene manager declared that on the Melba night he had no seats to spare. It is the old story of seeking influence from selfish motives, and, with a sad lack of politic foresight, recalling favors when they are not absolutely necessary to success. The newspaper men of Nice must be very inexperienced not to have found all this out before.—*Sport, Music and Drama.*

#### HOW NOT TO ADVERTISE.

It is all very well to adopt the latest style of advertising, providing that it is capably carried out. But this new and certainly improved method of addressing the public will inevitably prove a pitfall over which the unwary will tumble, unless they are very careful. It is not enough to begin with a catching head-line in big type, such as "Do You Know," or "Don't You Forget," and then leave the rest to good luck and a prominent position in the paper. The colloquial announcement has to be more carefully written than any other, and it is no more possible to talk at random in print than in actual conversation. It may be remarked, parenthetically, that it is very difficult to talk well in either case. But the remarks on paper are more expensive than in speech, and must particularly be steered carefully between the Scylla of twaddle on the one hand, and Charybdis of overmuch familiarity on the other. It is said that every man has a decided if unavowed belief that he can write as good a sermon as most that reach him from the pulpit, and most people in business regard themselves as quite equal to any advertising opportunity. In all probability, it was with so much confidence that a page was written for insertion in a class paper addressed "To Officers of Her Majesty's Customs," and this was how it opened :

DEAR SIRS—As the sun will soon shine and make your uniform look seedy, you will be thinking of getting a new outfit, and if you are not quite satisfied, or if you would like to look a bit smarter than usual this spring, give your order to me. I will make you look quite imposing, however difficult the job may be,

for I study your every requirement and give honest value.

This may be innocently intended, may be nothing more at bottom than a blunt recommendation of the advertiser's ability and anxiety to please his customer, but it is not an undiluted success in expression.—*London Drapers' Trade Journal.*

#### THE CODE SHOULD BE AMENDED.

A dentist puts a door plate on the door of his house, or a window plate in his window, bearing his name, and the word or words that indicate his vocation, and, perhaps, likewise, an anatomical device emblematic thereof. It is an excellent custom, often serviceable to people of both sexes who are troubled with toothache, or whose molars need fixing, and who, but for these signs, would not know where to find ready relief.

Now, when a dentist puts his business card in a newspaper, it is merely another way of raising his door plate, window plate, or sign-board in presence of the public. Multitudes of people see the advertisement, and thus obtain information that may be useful to them and inure to the profit of the dentist, yet the First District Dental Society of this city has a code of manners by which its members are prevented from advertising in the papers, a code which is generally recognized by the profession here, but which was attacked at a meeting of the society recently.

Truly this provision of the code is absurd. It is not founded on solid reason; it is not for the benefit of the public; it is disadvantageous to the practitioners of dentistry; it is not in accord with the spirit of the age. It is borrowed from an old and effete code of the English tooth pullers, a code that is not now regarded even in England. There is no such code in France, which is a country of very high polish, in which the people give proper heed to their teeth. The advertisements of high-toned dentists may be seen in the papers of Paris.—*N. Y. Sun.*

#### NOT TAFFY.

ST. CHARLES, Mo., Feb. 24, 1892.

*Editor of PRINTERS' INK:*

\* \* \* PRINTERS' INK is doing a great work for newspapers. It is educating along new lines, and the results it will accomplish will be astonishing. I read it from cover to cover every week. This is not "taffy," as no reason exists for me to try to give you any.

A. J. D. STEWART,  
*Editor Banner.*

**ADVERTISING PAYS.**  
*From the Christian Union.*

The success of Robert Bonner in making the New York *Ledger* the greatest paper of its class is one of a thousand illustrations, and an incident showing his persistence and daring in the direction of advertising will be interesting. He says: "Once I made a contract with the *Tribune* to place an advertisement in the daily, semi-weekly and weekly editions. After it appeared in the daily Mr. Greeley objected to its going in the weekly; he thought it would take too much space. Mr. Greeley said to me: 'We will not carry out that contract, but the page you have had in the daily edition you can have for nothing.' The editor of the *Herald*, speaking to Mr. Hudson, his managing editor, about the *Tribune's* action in this matter, said: 'We can give an advertiser all the space he wants.' I heard of this remark, and, calling on Mr. Hudson, asked him: 'Mr. Hudson, did Mr. Bennett say so and so?' He said, 'Yes. If you want an extra quantity of space we would like a day or two's notice.' Soon afterward I sent word to him: 'Tell him I will take the whole paper next Saturday.' Next Saturday they got out a sixteen-page paper; I had five pages of advertising on one sheet and three on another." This is, perhaps, the only instance on record where a single advertiser has bought the whole of a great paper. Mr. Bonner's advertising was a revelation to publishers of those days, and it was only by "sticking to it" that he was able to secure the results he hoped for.

WANTS.

*Advertisements under this head 75 cents a line*

**WANTED.** Results—*Vick's Magazine's* "200,000 guaranteed" gives them. 38 Times Bldg., N.Y.

**Y**OU should get our prices on Embossed Catalog Covers. Designs furnished free. GRIFITH, AXTELL & CADY CO., Holyoke, Mass.

**CANVASSERS WANTED** to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of Printers' Ink, 10 Spruce St., New York.

**WANTED**—By a young lady a position in the mail department of a publishing house or in an office to assist bookkeeper. Address "T.G.", No. 6 East 119th St., New York.

**GAZETTE ADVERTISING RECORD.** Perfect. Complete terms of every contract in a single line. Records expirations. Only \$1. Circulars and testimonials. GAZETTE, Bedford, Pa.

**BRIGHT MAN, RARE CHANCE.** Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00. Salary, \$1,800.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

**WANTED**—Some young man with small capital to buy a half or whole interest in a semi-monthly magazine. A good field. Several hundred dollars required. Address with and for particulars, "E. C. J.", care of Printers' Ink.

**WANTED**—A pushing, energetic man of some experience and good executive ability to take charge of the advertising and salesmen of a cereal product. Address, stating experience, references and salary desired, "CEREAL," P. O. Box 3490, New York City.

**WANTED**—By a weekly paper, having a general circulation of over 5000 copies, an active, experienced man, to take entire charge of the advertising. Liberal commissions to the right man. Address "P. & L." Box 15, Station "D," New York, naming references.

**WANTED**—Publishers of newspapers to answer the question: "Why should we pay 35 to 45 cents per M for our composition, when we could get it at from 13 to 30c, by using the Thorne Type Setting Machine?" THORNE TYPE SETTING MACHINE CO., 175 Monroe St., Chicago.

**E**VERY ISSUE OF PRINTERS' INK is carefully read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-five words can be inserted for three dollars. As a rule one insertion can be relied upon to do the business.

♦♦♦  
**FOR SALE.**

*Advertisements under this head 75 cents a line*

**S**TAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

**F**OR SALE—Advertising. "No Proof, No Pay." 300,000 monthly. *Vick's Magazine*, N.Y.

**4** Lines #1. 1 in. \$3.50. 1 col. \$46.55. 1 page \$156.80. 50,000 proven. *Woman's Work*, Athens, Ga.

**H**ANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N.J.

**S**END 2c. for new adver'ing medium. Big money. Ballard & Kirschbaum, Worcester, Mass.

**G**REAT BARGAIN on Double Cylinder Press. \$400, if taken now. Address DAILY NEWS, Springfield, Mass.

**40**x60 COTTRILL & BABCOCK PRESS; air spring; first class; sacrifice \$1,300. W. A. POST, Printing Outfit, Kansas City, Mo.

**F**OR SALE—Leading Republican daily in city of 70,000. Price \$25,000. MIZE BROS., Newspaper Brothers, 149 La Salle St., Chicago.

**F**OR SALE— $\frac{1}{2}$  interest in leading weekly in growing city in Eastern Mass. Big advertising and job printing patronage. Address "MANFIELD," 223 Washington St., Boston, Mass.

**100,000** Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts. on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

**F**OR SALE—7,381 addressed envelopes. A miscellaneous newspaper list in the State of Ohio from the smaller towns. Has not been sold before or duplicated. Address "OHIO," care of Printers' Ink.

**F**OR SALE—Bullock Printing Press, in perfect running order; but very little used. Capacity from 8 to 10,000 per hour. At low price and reasonable terms. Address ARTHUR VON SENDEN, P. O. Box 182, Pittsburgh, Pa.

**F**OR SALE— $\frac{1}{2}$  or whole of 3-5 interest in fine plant, in best city in Southern Illinois or will exchange for good plant in N. Y., N. J., Mass. or Penn. Address, with full particulars, if you mean business, "SOUTHERN ILLINOIS," Printers' Ink.

**S**PRING LISTS of 35,000 prime, A 1 cash-order, **NEW Agents' and Cannassers' Addresses.** Just out. Classified by States. Only \$1 per M. \$27.87 in one order, will take the 35 M. No "cheap" names. No duplicates. Address S. M. BOWLES, P. O. Woodford City, Vermont.

**I**MPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations, 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

**I**F YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-five words and send it, with three dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

♦♦♦  
**SPECIAL NOTICES.**

*Advertisements under this head, two lines or more, without display, 75c. a line.*

V  
VIC  
GRIT

VICK'S

VAN BIBBER'S.

VICK'S Magazine.

200,000 Vick's.

VICK'S, \$1.25 per line.

SPOKANE SPOKESMAN.

VICK'S 200,000 is Guaranteed.

VICK'S, 3 mos. or 200 lines, \$1.15.

VICK'S, 6 months or 400 lines, \$1.12.

VICK'S, 9 months or 600 lines, \$1.06.

VICK'S, one year or 1000 lines, \$1.00.

L EWEY'S INKS are the best. New York.

WHO IS MISTCHAYACK? He writes ads.

THE TOURIST. Have you seen it? Utica, N.Y.

POPULAR EDUCATOR, Boston, for Teachers.

VICK'S 200,000. Endorsed by Rowell because it's so.

VICK'S 200,000. Endorsed by Morse because it's a fact.

VICK'S 200,000. Endorsed by Thompson because it's proved.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$3 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

VICK'S Mag. H. P. Hubbard, Manager. 38 Times Building, New York.

VICK'S Magazine, 200,000, takes no doubtful ads. Hence, good company.

DEWEY'S CANADA LIST (Co-operative). D. R. DEWEY, Hamilton, Canada.

A GENTS GUIDE, New York. The leading agents' paper. Send for copy.

THE NEW HAVEN NEWS is DISTINCTIVELY the Family Paper of New Haven.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N.J.

VICK'S, 200,000. Endorsed by Rowell, Morse, Thompson and all agents. Can't help it.

"X LCR" NEWSPAPER ADVERTISING AGENCY, 619 Walnut St., Phila., Pa.

BOSTON HOTEL GUIDE is printed on heavy super-calendared paper. Cuts look well.

"PUT IT IN THE POST," South Bend, Ind. Only morning paper in Northwest Ind.

VICK'S, 50 cts. per year, hence popularity. Advertisers guaranteed 200,000 or no pay!

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

A NATIONAL CIRCULATION. THE CHRISTIAN PATRIOT. Morristown, Tenn., has it.

STENOGRAPHERS furnished without charge for my services. W. G. CHAFFEE, Oswego, N.Y.

OHIO STATE JOURNAL. Daily 12,370, Weekly 22,450, Sunday 16,350. Covers Central Ohio.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N.Y.

FREE Advertising—The Middleman, Chicago, sends sample with free advertising certificate for 10c.

IT IS BIGGER — THE TERRE HAUTE EXPRESS than any paper in Indiana outside Indianapolis.

IF YOU WISH to advertise anything anywhere at any time write to GEO. P. ROWELL &amp; CO., No. 10 Spruce St., New York.

\$1.50 FOR 5 LINES 25 days. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n, 6,500.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'r homes. Adv'tise!

HIT THE CYCLONE NOVELTY CO., Mass. Bldg., Kansas City, Mo., with a letter for description of NEW ADVERTISING NOVELTIES.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

THE PHILADELPHIA PRESS and MILWAUKEE SENTINEL are among the prominent dailies to recently adopt the Thorne Type Setting Machine.

PAPER DEALERS—M. Plummer &amp; Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

UPON application we will send any newspaper or periodical copies of our publications for review and notice. Address F. H. LEAVENWORTH PUBLISHING CO., publishers of THE INDICATOR, Detroit, Mich.

THE GALAXY OF MUSIC, Boston, Mass.—"The fact that you have our order for large ads. in February and March is evidence that we were pleased with the results."—James Vick's Sons, Rochester. Sample and rates free.

THE GREAT MEDIUM for the South and West. BELFORD'S MAGAZINE, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

TOBACCO HABIT CURED BY NO-TO-BAC. Newspaper publishers. Three boxes guaranteed to cure any case, \$2.50. Pay in advertising. Get our book, "Don't Tobacco Spit Your Life Away." Mailed free. THE STERLING REMEDY CO., Box 117, Indiana Mineral Springs, Ind.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell &amp; Co.'s "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL &amp; CO., Publishers, 10 Spruce St., New York.

YOU OUGHT TO KNOW, YOU KNOW. If you don't know that the Galveston NEWS and the Dallas NEWS (publication offices 315 miles apart) are the mediums for covering the whole of Texas and adjoining territory. If you want to know all about it write A. H. BELO &amp; CO., Publishers, Dallas or Galveston, Tex.

DENVER, Colorado—Geo. P. Rowell &amp; Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

ADVERTISING BY STATES: An eight-page leaflet: conveys concise information about the area and population: indicates the newspapers most valuable for an advertiser's use in each separate State and Territory; together with a map of the United States: sent postpaid for five two-cent stamps. Address ROWELL'S ADVERTISING BUREAU, New York.

AMERICAN NEWSPAPERS printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell &amp; Co.'s "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL &amp; CO., Publishers, 10 Spruce St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.  
Office : No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

**ADVERTISEMENTS**, 75 cents a line ; \$150 a page ; one-half page, \$75 ; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

Every edition exceeds fifty-five thousand copies.

NEW YORK, MARCH 16, 1892.

TWENTY-FIVE years ago the following papers each occupied the position of "the leading journal" in its respective city :

Boston Herald.  
Philadelphia Ledger.  
New York Herald.  
Baltimore Sun.

They were powerful and felt that they could afford to dictate terms. One of the rules they had in common was "no commissions allowed to advertising agents." It is a suggestive fact that to-day these papers, with the exception of the last named, have been passed by other and more enterprising journals in the local field and hold nothing like the position they once did. And in the case of the Baltimore *Sun*, an interesting comparison may be made between it and a journal of similar character in a neighboring city—the *Washington Star*. Baltimore is a larger city than Washington and is much more of a business city, yet the *Star* shows a considerably larger advertising patronage than the *Sun*. And right here we may quote an editorial from the latter journal in its issue of March 4 :

The *Sun* is read by a quarter of a million people every day; it is the best advertising medium in the United States, and its prices are not one-fourth as much as those of leading New York dailies, with any of which the *Sun* favorably compares as a newspaper in the best sense of the word.

The explanation of this condition of things is obvious. To do business successfully one must do it in the modern way. In the advertising agencies of the country are employed

several hundred men who influence materially the giving out of advertising. They are naturally prejudiced against those papers that allow them no commission and would prefer to have the advertiser wishing to do business with them do it direct. The advertiser is not likely to be specially interested in patronizing these journals—at least not to the extent of surmounting the obstacle, so the expenditure is eventually made in some other direction. Many advertising managers also have received their earliest training in an advertising agency and have continued to keep the same prejudices in their later business connection.

There is no doubt that the effect of such a ruling is to hurt the paper that makes it, and there is evidence that the papers themselves are beginning to feel it. The Boston *Herald* has of late allowed a regular commission to agents, and the New York *Herald* now allows the commission under certain conditions. Since nearly every paper in the country has adopted this custom, it is to be expected that the few who hold out against it should suffer.

JAMES PARTON, the well-known biographer, in a letter written shortly before his death, made the following reference to the financial side of authorship :

An industrious writer, by the legitimate exercise of his calling—that is, never writing advertisements or trash for the sake of pay—can just exist, no more. By a compromise, not dishonorable, although exasperating, he can average during his best years \$7,000 to \$8,000 a year; but no man should enter the literary life unless he has a fortune or can live contentedly on \$2,000 a year; the best way is to make a fortune first and write afterward.

While the word "legitimate" was, no doubt, used in the good sense, the application seems unfortunate. Mr. Parton certainly did not mean to imply that the writing of advertisements is not a "legitimate" occupation, although a strict analysis of the sentence would warrant this conclusion. He merely meant to draw the line clearly at the pursuit of literature as an art. Writing advertisements properly belongs in the department of business, not literature, and was, therefore, beyond the scope of his consideration.

But for the coupling of "advertisements and trash" there is less excuse. The reader is left to conclude that writing trash and writing advertisements are equally reprehensible, and

that to be guilty of either is equivalent to placing one's self beyond the pale of respectable society.

It is also to be doubted if so-called literary men would find advertisement writing any more remunerative than the exercise of their "legitimate" calling. On the contrary, they would find that much lower prices rule and that their abilities are not adapted to the occupation.

#### COST OF ADVERTISING IN CANADA.

*Editor of PRINTERS' INK:*

You told us in a recent issue that the Dominion of Canada was larger in area than the whole of the United States, and that it contained more than five and a quarter millions of inhabitants. From long experience I have found it quite safe to believe what I read in PRINTERS' INK, and so I doubt not this statement; but it surprised me, nevertheless, and, as I am looking for new worlds to conquer, you have almost persuaded me to do some pretty thorough advertising in the Dominion. I see by the American Newspaper Directory—which, by the way, is my guide-book—that there are many prosperous Canadian towns and many papers of large circulation. Now I want to reach country people and men everywhere who own horses, cattle or other stock, so, to begin with, eschew dailies, and I will leave out the Province of Quebec also, because most of its papers are in the French language. But I want all the other provinces as referred to by you and shown in your map. Presuming that you can do so with considerable accuracy, I would be glad to have you say how much it would cost me—through a first-class agency, of course—to place a four-inch electrotyped advertisement, one year, in pretty much all of the weeklies in all of the above-mentioned territories, omitting Quebec.

INQUIRER.

You should use, at least, four of the leading weeklies of Toronto that will give a full 100,000 circulation, well distributed; two weeklies and one monthly in London with 50,000 circulation additional, and then there are about 400 other weeklies which are valuable and most of which can be had at fair prices. To take them all—or pretty much all—will cost, for space and time indicated, from \$5,600 to \$6,000; but if you instruct your agent to expend \$5,000 he should be able to cover the entire territory thoroughly well, secure all of the best papers, a large majority of the smaller ones, and still keep within the sum named. The papers of Manitoba are naturally high-priced, but most of them possess an especial value. The Canadian weeklies generally are below the average in cost and are easy to deal with. We doubt if you are wise to omit all daily issues, but we confine our reply to answering your inquiry.

THE New York *Sporting Times*, in a personal sketch, quotes a "leading New York solicitor" as saying that Mr. George H. Powell, advertising manager of the Overman Wheel Co., can "obtain lower rates than any single advertiser in America."

*THE Critic, N. Y., says:*

Mr. Spurgeon's publishers report that they have a sufficient stock of his sermons on hand to last for at least twelve years. As a rule, only one sermon per week has been published, while Mr. Spurgeon preached three, all of which were reported verbatim.

If this be true, we shall see, in 1904, an advertisement of another new sermon by the late Mr. Spurgeon.

MR. B. L. CRANS, of New York, well-known to many advertisers, asserts that he is familiar with the newspapers of Baltimore, and speaking of them says:

"I believe the Baltimore *Herald* is the best paper there. One thing I know for certain, it shows more enterprise than either the *Sun* or *American*, and I think it sells more copies—right on the streets."

#### THE REVIEWER.

The new, large-size postal cards are being very kindly received by advertisers. They seem to be supplanting, to a certain extent, the old-fashioned four-page circular sent out in an unsealed envelope under a penny stamp. The recipient of such a missive was always able to determine its true character from the envelope, and so it oftentimes went into the waste-basket unopened. But with a postal card it is different. There is no unfolding necessary to get at its contents, and one is bound to give the face at least a glance, and that glance may lead to a thorough reading and ultimate sale.

\* \* \*

The objection to the old-style postal was its small size. So little matter could be gotten upon it that it made a very unsatisfactory sort of circular. But the new postal seems to have been devised especially for circularizing purposes. I have been surprised to find how much matter could be crowded upon it—though, perhaps, not always with the best typographical effects. However, as postals are much cheaper to get out than circulars, I have no doubt they will be used more than ever.

It is only recently that advertisers have found out how much liberty they are allowed under the present postal laws. There seems to be no limit to what can be sent through the mails with a one-cent stamp attached. The New York *Recorder* has sent out some very large and heavy pieces of cardboard, and now Livermore & Knight, of Providence, have patented a card with a movable flap which also goes through the mails with a one-cent stamp attached. The flap represents a door upon which is gummed a piece of string. The door bears this legend :

THE LATCH-STRING  
IS ALWAYS OUT.  
*Pull it.*

Upon pulling the string the flap is forced out and the advertisement printed on the surface of the main card is brought into sight.

I reproduce here a very "brash" advertisement from the New York *Recorder*:



I have an idea that much of the existing prejudice against reading notices is due to the fact that most of these so-called "notices" are simply stupid. The following from *Puck* is rather a conspicuous exception :

#### THE BIRD KNEW.

The Western Union telegraph operator who told the following story should take a position with one of the New York papers and talk up its circulation :

"I was out hunting the other day, and I saw a fine woodpecker on a tree; and just as I raised my gun to shoot, it rapped on the tree 'stop!' I lowered my gun in astonishment, and the bird began to rap again; and, with the precision of an old operator, it told me not to spend my time tramping through the woods in search of pleasure, but to go

home and buy *Pickings from Puck*, Seventh Crop, which is just out and for sale everywhere at twenty-five cents a copy."

\* \* \*  
A Nassau street shoe dealer, by the name of Phil Karl, has recently displayed in his window a sign which might have been worked up into a very effective newspaper advertisement. The background of the sign is black, upon which stand out in strong relief outline tracings of feet horribly distorted by corns and bunions. The placard bears this sign :

These cripples have found comfort in our shoes, sufficient proof that we can fit your better-shaped feet.

\* \* \*  
From the "Onlooker" column in my young English contemporary, *Fame*, I clip the following :

Just as a hint to dream over. The "Onlooker" desires to say to all who read and appreciate *Fame*, that in New York city there is a publication, exclusively devoted to the interests of advertisers, that has a guaranteed circulation of over fifty thousand copies weekly, and the publishers think it will exceed sixty thousand copies before the end of 1892. That indicates, to a slight degree, the interest which American advertisers take in keeping up to date on all matters connected with advertising.

#### A PROFITLESS WAY TO ADVERTISE.

It doesn't do much good nowadays for persons who have things to sell to mail circulars to hotel guests in this town. The postal regulations permit these circulars to be sent through the Post-Office at a cent a circular, provided the envelope is unsealed. It seems a cheap and handy way of getting at the multitude of people who dwell in the city hotels. But the trouble is it doesn't work. These circulars very rarely get any further than the hotel clerk's waste-basket, after they are delivered at any particular hotel. The clerk looks at them and flings them into the basket. Later on they go to the junk man as waste paper.

This supervision of the correspondence of the guests is one of the peculiarities of the large hotels of the metropolis. It was adopted to protect guests from annoyance.

"We have to go over the mails this way," said the clerk of a Broadway hotel, "otherwise we would be swamped with circulars, and our guests would be constantly bothered. Everybody who wanted to advertise without doing it in the legitimate field of the newspaper columns would flood the mails, and our letter-boxes would be choked

up every day. If anybody has anything he wants to call to the attention of the guests the only way to do it, if he must use the Post-Office as an advertising medium, is to enclose what he wants to say in a sealed envelope and put a 2-cent stamp on it. Then it will get to the guest every time.

"This special culling of mail matter," continued the clerk, "was adopted originally to protect guests from the sharps of the metropolis, who worked the mails as a trap to catch the unwary. They secured a very rich harvest until the custom of intercepting this sort of mail matter was adopted. We can spot worthless mail matter ninety-nine times out of a hundred, and even where an error is made the guest pardons it readily when the error is explained. Hotel patrons themselves approve of the custom, and every hotel man who knows his business makes it one of the features of his house."

"Yes," assented a guest who had been listening to the clerk's dissertation, "it's a first-class idea. Nobody wants to be bothered with circulars and things. It's a nuisance."—*New York Sun*.

#### FREE SAMPLES FOR ADVERTISING PURPOSES.

The "free sample" scheme, of course, will be done to death, and, no doubt, many a worthy manufacturer is revolving in his mind the pros and cons of some little free distribution of his own. A certain bay-rum manufacturer is said to have stated his intention of giving away 250,000 sample bottles of his brand of goods during Fair time.

Our bay-rum friend and others of his class are of course welcome to their own opinion on this subject, but it is a moot question with me as to whether this reckless expenditure—for the expense must be very heavy, if only for labels and bottles—pays itself; in other words whether the same money put into judicious newspaper and pamphlet advertising would not be worth many times as much to the advertiser. For my part I see no reason why if newspaper and pamphlet advertising is of any good at all, it should be found necessary to give away anything in the shape of samples.

It is wonderful what judicious word-painting can do, combined with the power of printers' ink. People can be

convinced by persistent and attractive advertising that a certain article is worth having, and if they want it they are going to buy it, whether they get a free sample or not, whereas if they don't want it and have no use for it, all the free samples in the world will not induce them to buy.—*E. A. Wheatley, in the Ink Fiend.*

#### AN OLD-TIME CLOTHIER'S ADVERTISEMENT.

The following curious advertisement shows the equivalent for "this style" in 1707: "This is to inform all Gentlemen that they may see very good choice of Cloath, and have them fashionably made up, lin'd with Shalloon for 4l. 10s., and superfine Cloath for 5l. 10s. a Suit; as also Double-Breasted Coats for 2l. 10s., or 3l. Also Drugget Suits, lin'd with Shalloon, for 3l. 10s.; or, with Silk Shagreen or Sattinet, for 5l. 10s. By James Harrison, Taylor, on Puddle Dock Hill, the corner of Great Carter Lane, Black Fryers, who has had the approbation of many Gentlemen for Cutting well, and making good work."—*San Francisco Argonaut.*

MECHANICAL contrivances have made the modern newspaper possible. In 1840 there were very few papers with a circulation of 2,000, and the process of printing was slow even with such limited circulation. Seven years later came a press which would turn off 15,000 copies an hour. 'Twas then thought that the height of speed had been obtained. But the perfecting press, stereotyping and better paper were yet to come. To-day 500,000 papers can be turned out on an election day in a single office in Boston. An ordinary daily quarto contains in composition as much as a 12 mo. volume of 1,200 pages.—*Ex.*

"PRINTERS' INK is the finest educator to those wishing points on advertising that ever was produced. I have been an advertiser for years, and have learned many points."—*G. W. Ray, Chicago.*

"It is an invaluable publication."—*U. S. Government Advertiser, Washington, D. C.*

"I consider PRINTERS' INK one of the best teachers of the art of advertising."—*Dr. W. C. Brinkerhoff, Chicago.*

"The liveliest and best 'little' journal we have seen."—*Adrian Cooke, Chicago.*

"It contains more information to the square inch than any trade paper we ever saw."—*Hackney Horse Society, Washington, D. C.*

## A PRIZE OFFERED.

American Newspaper Publishers' Association,  
New York, February 26, 1892.

*Editor of PRINTERS' INK:*

The following vote passed at the annual meeting of the American Newspaper Publishers' Association will undoubtedly prove of interest:

"Resolved, That the executive committee be authorized to have prepared a suitable gold medal, containing not less than \$50 worth of pure metal, to be presented to the inventor or discoverer of any specific device or process, the practical use of which will materially cheapen the production or quicken the printing of newspapers, provided such device or process is in their opinion of sufficient importance and value to be entitled to such recognition."

Yours very truly,  
L. L. MORGAN, Secretary.

## BARGAINS IN COUNTRY LOTS.

TORONTO, March 1, 1892.

*Editor of PRINTERS' INK:*

I forward this advertisement, clipped from a country paper, as showing Canadian enterprise, which extends even as far as the grave-yard:

## CHERRY VALLEY CEMETERY.

Notice is hereby given that a few ranges of very fine plots can be bought for the sum of eight dollars per plot, if purchased before the first day of March next. After that date the price will be raised to ten dollars. Parties wishing to secure plots should make an early application to the secretary. By order of the board. T. J. FENNEL, Sec.-Treas.

I know you will need a private grave-yard very soon in which to bury your enemies of the Post-Office Department, and suggest that you correspond with the advertiser and get an extra cheap lot and the agents' discount.

THOMAS W. DYAS.

## A CURIOUS JUMBLE.

*From the Critic.*

"Enclosed is a newspaper clipping that I think you may be able to make use of in the Lounger column," writes W. D. A., of Berkeley, Cal. "The translation of the 'Nota' is particularly rich." The "clipping" proves to be an advertisement in two languages—or perhaps it would be more accurate to say in one language and a half. In French it runs as follows:

LIMONADERIE L. ATGER: Ru du Marche. Monsieur Atger a l'honneur d'informer le public qu'il vient d'adapter a sa Limonaderie un materiel nouveau et perfectionné pour la fabrication de la Limonade en grandes et petites bouteilles. Monsieur Atger, qui exerce la profession de Limonadier depuis vingt années, et dont les produits sont appréciés par une nombreuse clientèle, apportera, comme par le passé, tous ses soins à la satisfaction.

Eau de Seitz tous les jours en petits siphons (système français). NOTA.—Les recipients doivent être rigoureusement rendus.

The "English" version of this advertisement is couched in these terms:

LEMONADERY L. ATGER: Market Street. Mr. Atger have the honour to inform the public that he makes, with a new and perfectionnate material, Lemonade in smalls and begs bottles. Mr. Atger that has been exerting this profession these last twenty years

and in which his produces are appreciated by numerous persons, will continue to satisfy his clientele.

Soda water every day. NOTA.—The recipients must be brought back.

## THE "TOLEDO BLADE" REPLIES TO THE "ATLANTA CONSTITUTION."

OFFICE THE BLADE,  
TOLEDO, Ohio, Feb. 29, 1892.

*Editor of PRINTERS' INK:*

In your issue of February 24 the *Atlanta Constitution* makes a sweeping claim of their weekly to a daily circulation. Do they understand that the *Weekly World* and *Weekly Blade* published comparative figures of fifty-two weeks' circulation, running from December 1, 1890, to December 1, 1891? These figures did not include special editions, but actual paid-in-advance subscriptions. Will the *Constitution* give us their average of those fifty-two weeks, and not include special editions? The *Weekly Blade* not long since had 200,000 live paid-in advance subscribers on its lists at one time, but never claimed that number as its average circulation.

F. T. LANE,  
Sec. and Treas. Toledo Blade Co.

## THE ADVANCEMENT OF AN ART.

*From the Dayton (O.) News.*

The art of attractive advertising is daily increasing in popularity. A great deal of missionary work is being done in this line and by no agency so much as by PRINTERS' INK, a publication which is eagerly looked for by progressive advertisers. Our merchants are being gradually roused to the fact that a certain amount of brains must be mixed with printers' ink to make it a valuable article. The days of the big black letter advertisement, with its boastful announcements, are fast passing away. People are expecting now that an advertiser means what he says, and facts and a plain statement of them pay better than vaporings. If an advertiser tells us that he has "the best shoes in the world" for sale, it only makes us smile, but if he says he is selling a neat, serviceable shoe of comfortable and stylish shape for \$3 it is at once an announcement that appeals to our reason and induces us to give the shoes a trial. But the advertiser says, "How am I to get people to read such a statement?" Well, after having decided upon what you want to say the next thing to do is to mix the printers' ink with brains. The more brains and the less ink the better. Our advice is, seek the services of a good, professional advertisement writer. With the evolution of advertising from the poster style these writers have risen to fill what is, to use a stereotyped phrase, "a long-felt want." They get up attractive advertisements, and the result is mutual advantage. A neat advertisement constructed on these lines is a benefit for the advertiser, a benefit to the newspaper in which it is inserted, a benefit to the man who writes it, and a benefit to the man who reads it. To our readers then who would advertise and do not know how, and to those who advertise, but do so in a slovenly, inartistic and ineffectual manner, we recommend the addition of brains to printers' ink and the study of the only publication of the kind in existence, PRINTERS' INK. Then, and not till then, will advertisers get the worth of their money, and then, and not till then, will our newspapers look bright and attractive, and the advertising matter almost as interesting as the columns filled with the latest news.

## Miscellanies.



## ILLUSTRATED TESTIMONIALS.

"*Alcock's Plaster Co.*:

"GENTLEMEN—I have lately commenced using your plasters and have already become very much attached to them. Yours truly, A THIN SKIN."—*Judge*.

The only thing some daily newspaper artists can draw is their salaries.—*Texas Siftings*.

Poet—I am going to write a poem to-night.

Wife—Have you an inspiration, dear?

Poet—No; but I need three dollars.—*Puck*.

It is evident that one Georgia editor has had the much-talked-of "square meal." A local in his paper says: "There is fine fish in our midst."—*Atlanta Constitution*.

There is much controversy as to which newspaper closed the dives in this city; but, as everybody knows, the paper that did it was the one having the largest circulation.—*Judge*.

Giving Her Points.—"Does manuscript come to you flat or rolled?" asked the interested young woman.

"It varies," replied the editor; "most of the humor comes rather flat."—*Truth*.

Good Advertising.—Client: Well—eh—what is your charge in a divorce case?

Lawyer—It depends, Madam, altogether upon the advertising I get. Is yours a newspaper case?—*Puck*.

An exchange contained an article headed: "Why Judas Iscariot Hanged Himself." We have not read the article, but it probably alludes to the fact that Judas was tired of waiting for the law to take its course.—*Texas Siftings*.

The editor of the Billville *Banner* has returned from Chicago. He passed through Dalton on his way home. "Walking is good," he said, "but this fickle February weather is rather rough on a fellow who is trying to make a linen duster answer the duties of a winter ulster." We consoled him with a bundle of Georgia exchanges.—*Dalton Citizen*.

An Abstruse Calculation.—Reporter: I understand that Mr. Summe Total, the greatest modern statistician, is your guest. Can I see him?

Hotel Proprietor (to bell-boy)—Take this card up to Mr. Summe Total's room.

Bell-boy (returning to Reporter)—He says he's too busy now to see you.

Reporter—What is the old fellow doing?

Bell-boy—He's figuring how many towels we run to the square inch.—*Cloak Review*.

A Capital Idea for Writers.—Have a Little Capital in Cash before you Begin to Write.—*Judge*.

Good for Quackenbach.—Quackenbach: Congratulate me, old fellow! I have obtained control of a patent medicine.

Friend—What is it good for?

Quackenbach—Any prevailing epidemic.—*Puck*.

Biggs—Let's start a newspaper. You furnish the money and I'll supply the brains. Diggs—Agreed. If we both put in our whole capital we shall have the satisfaction of knowing that we can never lose anything.—*Boston Transcript*.

To Express Nothing.—The Foreman—No heading yet for the report of Congressional doings. Hurry up!

The Editor (looking over proof)—Here, Jones, make a heading of ciphers and let her go, quick.—*Pittsburgh Bulletin*.

Now Is the Time to Subscribe.—"Hello! what's the matter?" said Red-eyed Bill, the highwayman, to Bad-nosed Jack of the same profession.

"That chap I tackled this mornin' was an editor."

"An' of course he hadn't any swag?"

"'Twas wussen that. He talked me inter subscribin' for his blamin'd paper."—*Judge*.

In the *Bazoo* Office.—Office Boy: There's a man outside who says he wants to see you; but I guess I'd better send him away—he seems to be perfectly crazy.

Editor—Let him in! Perhaps he wants to subscribe.—*Smith, Gray & Co's Monthly*.

First Great Editorial Writer—What are you writing?

Second Great Editorial Writer—A three-column editorial on the curse of the cigarette.

First Great Editorial Writer—Well, let me have one, will you? I'm all out.—*Boston Courier*.

Off.—She: Mr. Cadsby is no longer language editor of the *Solar System*.

He—No; he was discharged for ineptitude. She—I didn't know that paper was a temperance organ.

He—It isn't. But Cadsby put in an item saying that black caps were very much worn at hangings now.—*Judge*.

He was Conscientious.—Editor: You say you wish this poem to appear in my paper anonymously?

Would-be Contributor—Yes; I don't want any name to it.

"Then I can't publish it."

"Why not?"

"Because I am conscientious about this matter. I don't want an unjust suspicion to fall upon some innocent person."—*Texas Siftings*.

If we just had that corrupt, diabolical, unprincipled, pusillanimous thief who "pulled" our only shirt last Tuesday, by the hair, oh, how we would annihilate his moribund carcass! Inasmuch as our modesty had been shocked to such an inexpressible degree by so wanton an act, we do hereby offer a \$10,000 reward for the carcass of the heartless thief who walked off with the only shirt we possessed, and which was given to us Anno Domini 1889 by Major Tom Burton in token of his high appreciation of us as a literary genius.—*Smithville (Ga.) News*.

## THE VALUE OF ADVERTISING.

*From the Boston Journal.*

The following story is told of a young lady in a Kennebec county town. This young lady is very fine-looking and takes a nice photograph: As times were dull and the spirit of mischief was abroad, she sat down and wrote a letter to a big Chicago patent medicine firm, telling of the wonderful strength and restoration to health she had received from taking three packages of their medicines. The firm at once wrote to her for her photograph, which she sent, and in three weeks after her picture appeared in the Western papers. She had two albums full of photographs from admirers and twenty-seven offers of marriage. It pays to advertise.

## A GEORGIA EDITOR OFFERS AN INDUCEMENT.

*From the Albany (Ga.) Advertiser.*

The man who pays the printer's debt—  
His life is always merry,  
And dying, he is sure to get  
A free obituary.

## CONSOLATION.

*From the Pulaski Citizen.*

Gath says: "No really first-class newspaper man ever gets rich at his business." This is some consolation, at least.

**A**DVERTISE in UNION, Belle Paine, Iowa. All home control of adv. Rich list. Ripe field.

**P**EORIA HERALD. Best family paper in Illinois outside Chicago. **6,000** daily.

**N**OVELTIES for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

**P**OSTING AND **D**ISTRIBUTING } Correctly done. C. H. ADAMS, Allegan, Mich.

**A**GENTS' NAMES. New Ones. 1000 for 25c. Western Mail Agency, St. Louis, Mo.

**G**IBB BROS. & MORAN PRINTERS  
43-51 Rose St., N. Y.

**P**IANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

**P**ATENTS. W. T. FITZGERALD, Washington, D. C. 4-page Book FREE.

**U. S. PAT**ENTS. 50-page book free. Dr. S. C. Fitzgerald, Wash'gtn, D. C.

**N**EWSPIRAS get premiums from Empire Co., 23 Reade St., N. Y.

**B**OSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 658 Wash'gtn St.

**W**OOD ENGRAVING PETRI & PELS  
STUDIO STAMPS NEW YORK.

SEND \$3.00 AND GET 25 MOUNTED CABINET

**PHOTOGRAPHS OF CHICAGO**

Parks, Buildings, &c. J. W. Taylor, 151 Monroe St.

"**A** UNIQUE CORNER OF THE EARTH" —Coronado Beach, San Diego County, California. The Hotel del Coronado.

**L**ondon Graphic in America.

52 Tribune Bldg., N. Y. A great convenience to advertisers. Files kept. Hand-book on request.

**\$1.35** WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed. BELLMAN BROS., Toledo, O. Samples, 4c.

**You know a good thing** when you see it. Send 2c. stamp for chromo "Village School." Spencerian Pen Co., 810 B'way, N.Y.

**S**an Francisco Bulletin

Largest evening circulation in California. High character, pure tone, family newspaper.

**PUBLIC OPINION** Always pays Advertisers. Washington. New York.

**THE EVENING JOURNAL,** JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATN, Columbus, O.

**DAYTON (0) TIMES** Largest morning and afternoon circulation. Combined, 14,000.

**Do You Want Agents?**

I have sent so far to 35,000 Post-offices for the names of agents for my own use. Send for particulars. J. SMEAD, Vineland, N. J.

**KEYSTONE LIST.**

30 per cent. discount. See advertisement in Printers' Ink of Feb. 17. Send for the list. B. L. CRANS, 16 Spruce St., N. Y.

**JOHN S. GREY**, 103 POTTER BLDG., NEW YORK CITY, writes advertisements with skill and a stub pen. Ideas to sell for cash only. No "skins" or "brain robbers" need apply.

**Arthur's New Home Magazine**

Illustrated, Philadelphia, guarantees 800,000 circulation for 1892. Best and cheapest advertising in America.

**The Youth's Leader,** NEW HAVEN, CONN.

General circulation of over 40,000 copies monthly. Advertising, 30 cents per agate line.

**I Write and Draw**

for Pearline and Dr. Pierce's medicines. F. CROSBY, Specialist in the Preparation of Advertising Matter, 822 Broadway, N. Y.

Successful advertisers have become rich because they understood all the factors of success. They employ the best writers for the preparation of their copy. Do you? E. A. WHEATLEY, Ad-writer, Chicago, Ill.

**BORN**  
A NEW ADVERTISING IDEA.  
WRITE TO-DAY  
DT. MALLETT,  
NEW HAVEN,  
CONN.

## See It Grow.

March 1st, the subscription list of **SUCCESS WITH FLOWERS** is 29,413; entirely devoted to Floriculture; **SUCCESS WITH FLOWERS** is destined for a great national circulation.

**THE DINGEE & CONARD CO.,** WEST GROVE, PA.

**YES!** We can place your card, 11x21 inches, in over 5,000 street cars and guarantee the best service. Our offices are located in all principal cities.

**CARLETON & KISSAM**, Boston, New York, Chicago, &c.

**San Francisco Call.**

Established 1853.

Daily, 56,759—Sunday, 61,861.

*The Leading Newspaper of the Pacific Coast  
in Circulation, Character and Influence.***How to Make  
RUBBER STAMPS.**

Use Latest Improved Process  
and a New York Vulcanizer. Circulars free. BARTON MFG. CO.,  
338 Broadway, New York.

**FRANK LESLIE'S  
Popular Monthly.**

In its 32d volume.

**CIRCULATION, 125,000.**

It has for years proved profitable to the best known advertisers. It will pay you. Try it.

Mrs. FRANK LESLIE, Publisher,  
110 Fifth Ave., New York.**Sober Judgment.**

THE AMERICAN SCHOOL BOARD JOURNAL has given better results to advertisers than the high-priced magazines. Why? Because its large circulation, its desirable constituency and its low rates aim at *results*—nothing more. SCHOOL BOARD JOURNAL, 150 Nassau St., N. Y.



The Agricultural Monthly with the Largest Circulation West of the Alleghenies.

We promised 70,000 per month. We are giving 78,000.

May, \$1,460.	September, 72,900.
June, 88,500.	October, 77,000.
July, 71,000.	November, 81,000.
August, 72,800.	December, 79,460.
Total, eight months, 624,127; average, 78,016.	

**HOME-MAKER** MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

**The Christian Advocate.**

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT &amp; EATON, Publishers, 150 Fifth Ave., Cor. 26th St., New York.

**NO CUTS, NO SUGGESTIONS**

as good as ours for advertisers. Lowest Rates. Best Service. Unsatisfactory Cuts may be exchanged. Write for samples and full particulars.

**MERCANTILE ART ADVERTISING CO., Cincinnati, O.****PUBLISHERS  
SUPPLYING  
BICYCLES**

For themselves, employees or for use as premiums can procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell everywhere. Catalogue and terms free. ROUSE, HAZARD & CO., 20 X Street, Peoria, Ill.

**We Conduct A NEWSPAPER  
ADVERTISING Agency.**

WE GIVE TO ALL CUSTOMERS

Judicious Selections, Experienced Assistance, Prompt Transactions, Low Prices. ADVERTISING POSITION, UNBIASED OPINION, AND CONFIDENTIAL SERVICE. CONTINUOUS ADVERTISING BRINGS SUCCESS! ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND ESTIMATES OF COST IN ANY NEWSPAPER FURNISHED FREE OF CHARGE.

**J. L. STACK & CO., ST. PAUL, MINN.****RIPANS TABULES**

regulate the stomach, liver and bowels, purify the blood, are safe and effectual. The best general family medicine known for Biliousness, Constipation, Dyspepsia, Foul Breath, Headache, Heartburn, Loss of Appetite, Mental Depression, Painful Digestion, Pimples, Sallow Complexion, Tired Feeling, and every symptom or disease resulting from impure blood, or a failure by the stomach, liver or intestines to perform their proper functions. Persons given to over-eating are benefited by taking a TABULE after each meal. Price, by mail, 1 gross, 22; 1 bottle, 15c. Address THE RIPANS CHEMICAL CO., 10 Spruce St., N. Y. Agents Wanted; EIGHTY per cent profit.

Cut this advertisement out and show it to your nearest druggist. If he has not the TABULES in stock write and tell us his name and address and exactly what he said, and we will send you a sample bottle free.

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# The Evening Wisconsin.

THE MILWAUKEE EVENING WISCONSIN has the largest local advertising patronage of any paper in the city of publication. However it may be with knowing "prophets in their own country," it is certain that newspapers are best known at home. CRAMER, AIKENS & CRAMER, Milwaukee, Wis.; CHAS. H. EDDY, 10 Spruce St., New York.

The magnificent Easter Number of the NEW YORK LEDGER, with a beautiful Illuminated Cover, will go to press on March 19th. It will be the most attractive number ever issued of the LEDGER. A VERY LARGE EXTRA EDITION WILL BE PRINTED, BUT THE RATES FOR ADVERTISING ARE NOT INCREASED. Orders and copy should be sent at once, in order to secure insertion. Nearly two pages were left out of our Christmas Number for want of space. Address Edward P. Cone, Advertising Manager William and Spruce Streets, New York City.

## BI-METALISM,

applied to advertising, means the judicious combination of the silver of speech with the gold of silence; the what to say and the what to suggest in an advertisement.

"Our Idea of It" will cost you a stamp.

ROBINSON-BAKER  
Advertising Bureau,  
107 World Building, N. Y.

## AD-COINERS.

We place advertisements anywhere.

# A FORERUNNER

THIS SPACE  
BELONGS TO

## THE CHICAGO NEWSPAPER UNION,

CHICAGO AND NEW YORK.

Full particulars will be given in next week's issue of PRINTERS' INK.



Dodd's Advertising Agency, Boston.  
265 Washington Street.

**Send for Estimate.**

RELIABLE DEALING. CAREFUL SERVICE.  
LOW ESTIMATES.

A  
**Pick Out What You Want**  
LIST  
SENT FOR A TWO CENT STAMP  
An advertiser may insert a one inch advertisement one month in any ten or

more papers and have his advertisement inserted at one half the publisher's schedule price. Address,  
GEO. P. ROWELL & CO.,  
NEWSPAPER ADVERTISING BUREAU,  
10 SPRUCE ST., NEW YORK.

## ALLEN'S LISTS.

### RESULTS,

*In season and out of season, and this is more specially noticeable whenever a general dull tendency exists.*

Notwithstanding that business has been rather dull and hard with general advertisers the past few months, from various causes, and many are sorely disappointed in results, it is the almost universal verdict that

### ALLEN'S LISTS HAVE PAID HANDSOMELY,

and that had mediums in general, that are regarded as gilt-edged, and that really are gilt-edged, come within fifty per cent of paying as well in proportion, business would have boomed all round.

Those who keep records, and know where their returns come from, or have any means of identifying the mediums that influence them, find ALLEN'S LISTS ALWAYS AT THE HEAD. Not second or third, but at the very head.

We cannot urge too strongly, to all advertisers who have a means of identifying returns, to keep the record. The trouble and expense is but a trifle, and you will be repaid for it a hundred fold. Where such records are kept, ALLEN'S LISTS need no commendation—results speak for themselves.

**E. C. ALLEN & CO.,**  
Proprietors of Allen's Lists,  
AUGUSTA, MAINE.

## Without Blustering

About mail distribution and home circulation the truth is a general advertiser needs these papers to cover our field in the best way at the least outlay.

## In Our Field

There is much wealth in the different religious denominations and these are the only papers in their respective denominations here, which have living adherents, gained through means of good works, and existence from 15 to 66 years they have gained the confidence of their readers so implicitly that the appearance of an advertisement in their columns gains for it trusted consideration in over \$60,000 prosperous homes.

### Put Them On Your List

#### Sunday School Times.

PHILADELPHIA.  
Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger.  
Episcopal Recorder.  
Christian Instructor.  
Christian Recorder.  
Lutheran.

BALTIMORE.  
Baltimore Baptist.  
Presbyterian Observer.

Over 360,000 Copies  
Religious Press  
Association  
Phila



Retail Clothing Dealers are BIG ADVERTISERS, and know a good thing when they see it.

Their universal comment is : "Your Advertising Clocks are the Best Advertising Specialty we have ever seen."

We have fourteen leading Clothing Houses among our customers.



A LARGE HANDSOME CLOCK.  
Height, 31 in. Dial, 12 in.

For Illustrated Price List, address  
BAIRD CLOCK CO., Plattsburgh, N. Y.

**A  
RELIGIOUS  
DAILY!**

**THOUSANDS  
OF METHODISTS  
WILL READ IT!**

To be issued at Omaha, Nebraska, during the session of the **GENERAL CONFERENCE**, beginning May 2, 1892. It will be an eight-page paper of fifty-six columns, and the best paper of the kind ever published. It will be of great interest and value to every Methodist Minister and Layman.

# THE DAILY Christian Advocate.

Besides giving full and reliable **Reports of the General Conference Proceedings**, the DAILY ADVOCATE will contain a number of special articles, giving a picture of Methodism as it exists to-day; a variety of religious news; sketches of eminent men; the secular news of the day in brief, and a large amount of miscellaneous reading matter. It will be a model paper.

**SUBSCRIPTION PRICE, \$1.25.**

**CRANSTON & STOWE,**  
Cincinnati, Chicago, St. Louis.

**A. E. DUNN, Advertising Mang'r,**  
57 Washington St., Chicago, Ills.

**A Splendid  
Medium for  
ADVERTISERS.**

Don't ask your advertising agent to "divide up" his commissions with you on the *Rural New Yorker* and on *American Gardening*. Only an agent who has your interest especially at heart will recommend these mediums, because our discounts to him are *small* and we have but one price. He could get bigger discounts of other papers, and recommends these only in your interest. But he can't do business for nothing, and if you insist on a share of the agent's small commission, you will force him to offer you poorer papers, which allow him bigger discounts. None but first-class mediums adhere to one price and *small* discounts.

1850 - - *Rural New Yorker* - - 1892  
1846 - - *American Gardening* - - 1892  
14 periodicals are merged in American Gardening.

THE RURAL PUBLISHING CO.,  
Times Building, New York,

## —THE— Toledo Blade.

The Daily Edition has the largest circulation of any daily paper in Ohio, outside of Cleveland or Cincinnati. It has a larger circulation than all the other daily papers of Toledo combined. Smallest day's circulation of the last week of February was 13,600. Largest day's circulation of same week, 17,700.

The Weekly Blade has always a circulation above 100,000, going to every State and Territory of the Union.

Write us for advertising rates.  
**THE BLADE, Toledo, Ohio,**

# Under Cover of the Magazines



A LARGE MAJORITY of the May Magazines are issued in APRIL, when the rain is wetter than usual, but those advertisers who are sheltered under the cover of the magazines always reach their would-be customers in the most comfortable condition. The two millions and upward of families that take some one copy of the various magazines read them at the home fireside, at a time when they have leisure to consider the various announcements in the advertising pages, and there make up their minds as to the advisability of acquiring any of the articles advertised therein. Advertisers in sending their orders to me for the magazines are, in the majority of cases, dealing at first hand, and as I buy at wholesale and am special agent for all, it is a logical conclusion that I can give better service than those who only deal with magazines incidentally and often through second and third hands, and at most only in a retail way. Reports from my numerous customers, who have used the magazines in times past, and who still continue to do so, are to the effect that, as a starter for Spring trade, the May issues are the best of mediums. In the majority of cases the May publications reach readers during the month of April, at a time of year when the wants of Spring and Summer are uppermost in the minds of all.

### THE LIST.

ARENA.	GOLDTHWAITE'S GEO. MAG.	OVERLAND.
ART JOURNAL.	GODEY'S.	PETERSON'S.
BALLOU'S.	HARPER'S.	PLEASANT HOURS.
BUDGET.	HERALD OF HEALTH.	POPULAR MONTHLY.
CENTURY.	HOME MAKER.	POPULAR SCIENCE MO.
COTTAGE HEARTH.	LEISURE HOURS.	SHORT STORIES.
CURRENT LITERATURE.	NORTH AMERICAN REVIEW.	ST. LOUIS.
DEMOREST'S.	NEW ENGLAND MAGAZINE.	ST. NICHOLAS.
DOMESTIC.	OUR LITTLE ONES.	THE SEASON.
ECLECTIC.	OUTING.	UNITED SERVICE.

**THE RATE**—Three lines or over, \$12 per line nonparell, each insertion. Less than three lines, \$15 per line, each insertion. Only **first-class** advertisements received. All advertisements will be set in column and measured in nonparell. Cuts inserted and forwarded without extra charge. A copy of each issue of the Magazine containing "Ad." will be sent to the advertiser. Send copy **NOW** for **MAY ISSUES**.

ALWAYS ADDRESS

**J. WALTER THOMPSON, 39 Park Row.**

**CHICAGO.**



**NEW YORK.**



**AT BOTH ENDS OF THE LINE.**

As my Western trade has grown enormously in the last three or four years, and as I believe that finally Chicago will be the metropolis of this country, I have located my branch office in that city under the charge of a competent head, with supplementary lieutenants, who are prepared at short notice to quickly respond to the call of those who, for any reason, do not care to wait a longer time to correspond with the home office. Communications addressed to me at **SOS Tacoma Building** will receive prompt attention.

## **MY SUCCESS IS DUE**



To advertising in the  
**Cleveland World.**  
February, 1892, total 845,049 Copies,  
—OR—  
**33,802** Daily Average.  
An increase of 13,207 Copies per day over February, 1891, also  
**THE SUNDAY WORLD,**  
February, 1892, record was **77,828** Copies, average **19,832.**

Publisher: Cleveland World, Cleveland, OH

DETROIT, Mich., February 12, 1892.

**Publishers** *Cleveland World*, Cleveland, O.  
**GENTLEMEN**—Please find enclosed our check for \$34.00, for which give us credit on account.  
We are very much pleased with the results of our "ad." in *The World*. It is bringing us from one to ten names daily. In fact it is giving us the best results of any Ohio paper outside of Cincinnati.  
Yours truly,  
W. H. Hills, of Cincinnati.

The advertisement of W. H. Hill & Co. appears in over fifty papers in Ohio, including the leading dailies of Cleveland, Cincinnati, Columbus, and other cities.

**S. C. BECKWITH,** SOLE AGENT  
509 THE BOOKERY, Chicago. FOREIGN ADVERTISING.  
48 TRIBUNE BUILDING, New York.

“The Largest Circulation  
of any Republican News-  
paper in the country.”

“Third in advertising  
among a score of brilliant,  
long-founded contemporaries.”

“The lowest percentage  
of returned copies of any  
New York Daily.”

“A larger home circula-  
tion than any other New  
York Newspaper.”

**That's the  
New York Recorder.**

# WE Solicit a Trial Advertisement.

The following publications have advertised liberally and regularly in PRINTERS' INK, and that fact is an indication that their proprietors believe them to be good advertising mediums:

## TRY THEM ONCE.

	Issued.	Circulation claimed	Price per line.
Comfort.....	Monthly.	1,000,000*	\$5.00
New York Newspaper Union List.....	260 weeklies.	170,000*	.25
Union Printing List of New York.....	140 weeklies.	95,000*	.15
New England Newspaper Union.....	145 weeklies.	100,000*	.15
Keystone List.....	150 weeklies.	119,000*	.25
Pittsburgh Newspaper Union.....	170 weeklies.	137,0-0*	.25
Baltimore Newspaper Union.....	150 weeklies.	102,000*	.25
Atlanta Newspaper Union.....	223 weeklies.	119,000*	1.10
Southern Newspaper Union.....	62 weeklies.	38,000*	.30
American Newspaper Union.....	100 weeklies.	52,000*	.50
Golden Days.....	Weekly.	123,000	.25
Saturday Night.....	Weekly.	165,000	1.25
Yankee Blade.....	Weekly.	180,000	.25
Woman's Home Journal.....	Monthly.	50,000	.20
Ladies' World.....	Monthly.	300,000*	1.25
Toledo Blade.....	Weekly.	114,000	.25
Rural New Yorker.....	Weekly.	40,000	.30
The Mayflower.....	Monthly.	300,000*	2.00
Sunday School Times.....	Weekly.	156,758*	1.25
Presbyterian.....	Weekly.	12,500	.18
Lutheran Observer.....	Weekly.	12,000	.14
National Baptist.....	Weekly.	12,000	.14
Christian Standard.....	Weekly.	14,000	.14
Presbyterian Journal.....	Weekly.	9,000	.10
Reformed Church Messenger.....	Weekly.	8,000	.10
Episcopal Recorder.....	Weekly.	3,000	.08
Christian Instructor.....	Weekly.	6,500	.08
Christian Recorder.....	Weekly.	5,000	.06
Lutheran.....	Weekly.	3,000	.06
Baltimore Baptist.....	Weekly.	4,000	.06
Presbyterian Observer.....	Weekly.	4,000	.06
New York Christian Advocate.....	Weekly.	52,000*	.50
London Advertiser.....	Daily.	7,500	.10
London Advertiser.....	Weekly.	22,500	.15
Vick's Magazine.....	Monthly.	200,000*	1.25
Harper's Bazar.....	Weekly.	1,000	.06
Arthur's Home Magazine.....	Monthly.	25,000*	.30
Scribner's Magazine.....	Monthly.	139,000*	1.40
New York Ledger.....	Weekly.	200,000	1.50
Agents' Guide.....	Monthly.	75,000	.50
Chicago Saturday Blade.....	Weekly.	240,000*	1.00
Chicago Ledger.....	Weekly.	110,000*	.50
Chicago World.....	Weekly.	55,000*	.30
Printers' Ink.....	Weekly.	50,000*	.75
Milwaukee, Wisconsin.....	Weekly.	18,000	.15
Christian Herald.....	Weekly.	60,000	.75
Pictorial Weeklies.....	Weekly.	150,000	1.50
Philadelphia Item.....	Weekly.	30,000	.30
Oregonian.....	Weekly.	15,000	.14
National Stockman and Farmer.....	Weekly.	50,000	.30
Leahie's Popular Monthly.....	Monthly.	90,000	1.00
American Farm News.....	Monthly.	80,000*	.50

\* Circulation Guaranteed and Proved."

Total.  
Price for all combined, per line,

5,072,758

**\$35.39**

**An Advertisement**  
THIS SIZE  
INSERTED ONCE  
**IN ALL THE ABOVE**  
FOR A \$350 CHECK.

We quote a handsome discount for a liberal advertisement to be inserted ONCE, you to send a check with the order in full settlement.

Address, **Rowell Advertising Company,**  
**10 Spruce Street, New York.**

# A Question of Circulation.

- THE -

## MEMPHIS COMMERCIAL

### Has the Largest Daily Circulation

OF ANY MORNING NEWSPAPER IN TENNESSEE.

NOTWITHSTANDING THIS FACT, the *Appeal-Avalanche*, also of Memphis, Tenn., has been publishing, at the top of their editorial page for several days, the following remarkable statement :

 <b>THE WONDERFUL INCREASE in the CIRCULATION of the APPEAL-AVALANCHE Is Unparalleled in the History of Journalism IN THE SOUTH.</b>															
<table> <thead> <tr> <th>Daily,</th> <th>-</th> <th>-</th> <th>-</th> <th>23,000</th> </tr> </thead> <tbody> <tr> <td>Sunday,</td> <td>-</td> <td>-</td> <td>-</td> <td>28,000</td> </tr> <tr> <td>Weekly,</td> <td>-</td> <td>-</td> <td>-</td> <td>96,000</td> </tr> </tbody> </table>	Daily,	-	-	-	23,000	Sunday,	-	-	-	28,000	Weekly,	-	-	-	96,000
Daily,	-	-	-	23,000											
Sunday,	-	-	-	28,000											
Weekly,	-	-	-	96,000											

Now THE COMMERCIAL not only believes but knows that this is not the truth, nor anywhere in the neighborhood of truth. The *Appeal-Avalanche's* daily circulation has never been one-third as great as represented in the foregoing figures, and its weekly circulation is very slightly in excess of one-fourth the number claimed.

Now then, in order to test the truth of this statement, we make the following proposition : Let a committee be jointly named by THE COMMERCIAL and *Appeal-Avalanche* and empowered to investigate and report the exact facts with respect to the circulation, both daily and weekly, of the two papers ; if this committee shall report the circulation of the *Appeal-Avalanche* exceeds that of THE COMMERCIAL, and will give the exact figures for publication in both papers, it can at the same time deliver to the *Appeal-Avalanche* a check for \$5,000 which will have been placed in its hands by THE COMMERCIAL.

**The Commercial Publishing Company,  
MEMPHIS, TENN.**

J. E. VAN DOREN, Eastern Representative, Tribune Building, N. Y. City.

**Over 800,000 Readers Each Week.**

BEST ILLUSTRATED FAMILY NEWSPAPER IN THE STATE.



Sold by Agents and Newsboys in over 3,000 Cities and Towns at 5 Cents per Copy.

WILLIAMSPORT, Pa., Feb. 29, 1892.

*Lycoming Co.,* }  
*State of Pennsylvania.* } ss.:

Personally appeared before me, Harry S. Meyer, Notary Public, Fred M. Lamade, who, being duly sworn according to law, says that he is the manager of circulation of PENNSYLVANIA GRIT, and that the total number of copies of GRIT printed and circulated for the past nine weeks, from January 3d to February 28th, inclusive, was six hundred and thirty-two thousand two hundred and sixty-one (632,261), or an average of over seventy thousand two hundred and fifty-one for each issue, as follows:

<b>January 3,</b>	- - -	<b>85,689</b>	<b>February 7,</b>	- - -	<b>64,076</b>
10,	- - -	<b>63,460</b>	14,	- - -	<b>63,899</b>
17,	- - -	<b>65,514</b>	21,	- - -	<b>60,426</b>
24,	- - -	<b>63,471</b>	28,	- - -	<b>100,112</b>
31,	- - -	<b>65,614</b>			
<hr/>					
<b>Total for nine weeks,</b>					
<b>Average,</b>					
					<b>632,261</b>
					<b>70,251</b>

FRED M. LAMADE.

Sworn and subscribed before me, this twenty-

ninth day of February, A. D. 1892.

HARRY S. MEYER, *Notary Public.*

Represented by all General Advertising Agents, and  
Yours faithfully,

**A. FRANK RICHARDSON,**  
WORLD'S FAIR.

NEW YORK.